

Big Broadcasting Inc.
KOKO-FM 94.3
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City of License: Kerman CA
DATE FILED: 04/09/13

ISSUES & PROGRAMS LIST

January 2013/February 2013/March 2013

The following are free public service announcements aired on KOKO-FM

All issues addressed in the post mentioned lists were brought to the station's attention via community surveys taken throughout the year within our city of license (Kerman CA), and in the surrounding communities. The notable concerns and ISSUES are as follows:

1. **Crime**
2. **Gangs**
3. **Violence**
4. **Drugs & Alcohol**
5. **Community Issues/involvement**
6. **The youth (Teenagers, young children, etc.) & their futures.**
7. **Education**
8. **Economy/Jobs/Foreclosure**
9. **General Safety**

The following list contains *general* PROGRAMS/SPOTS aired to address some of the ISSUES previously mentioned (appealing to a broader audience, beyond our city of license):

- I. **SAFETY/DRUGS & ALCOHOL**
 - **Methproject.org (Methamphetamine addiction)**

The following list contains *specific* PROGRAMS/SPOTS aired to address the ISSUES previously mentioned (appealing to the specific communities within our city of license, Kerman CA):

- I. **COMMUNITY EVENTS**
 - **Team Kerrie – Relay For Life (American Cancer Society)**
- II. **COMMUNITY AWARENESS**
 - **Turning Point Pregnancy Care Center – Kerman**

Contacts: Linda Geringer, Kerman Chamber of Commerce (559) 846-6343
Amy Arabian, Turning Point Care Center, (559) 842-4357
Lennette – Team Kerrie, (559) 269-5176

Issue – Being that the City of Kerman is a small town, many listeners complain that there is nothing to do within the city. There's also a lack of community togetherness and the Youth need healthy outlets. Furthermore, as a station we want to draw attention to Kerman's local parks, communities, services, community groups, and businesses.

Turning Point Pregnancy Care: **Generic Information**

One Hundred Twenty Eight (128) :30 Second Public Service Announcements Aired: 01/01/2013 – 03/08/2013 (Monday – Sunday 6AM-12AM).

Turning point pregnancy care center offers free and confidential counseling, classes, pregnancy tests, information on relationships, parenting & other community recourses. Turning point also offers volunteer positions. If you're interested in helping, or you require use of their valuable recourses & services, please call 559-842-4357, that's 559-842-4357 or visit them on the web at turningpointcares.net.

City of Kerman: **Relay for life – Team Kerrie**

Ninety One (91) One Minute Public Service Announcements Aired: 03/08/2013 – 03/28/2013 (Monday – Sunday 6AM-12AM).

In loving memory of Kerrie Miller; The America's Cancer Society's Relay For Life, is sponsoring the first annual 5K run and walk, for Team Kerrie on Saturday April 20th at Lion's Park in Kerman, on the corner of E Street and Park Ave. Registration starts at 8am and cost \$25, all proceeds go to cancer research, and the 5K will start at 9am. Other Relay For Life teams are sponsoring the activities, including lunch, a car show and games.

City of Kerman: **Relay for life – Team Kerrie**

Fifteen (15) One Minute **LIVE** Public Service Announcements Aired: 03/08/2013 – 03/28/2013 (Monday – Friday 6AM-7PM).

[PLEASE REFER TO *COPY PAGE 1* FOR PSA CONTENTS]

The following list contains *general* PROGRAMS/SPOTS aired to address the ISSUES for a broader audience, with a more generalized message, within cities and townships surrounding the city of Kerman:

* *The following PSAs were obtained after extensive research on the web. KOKO94 decided **methproject.org** would relay the message needed for the appropriate demographics.*

Issue – Methamphetamine is the number one synthetic drug produced, sold and used in the Central Valley. It's a dangerous drug because it takes hold on the first try (every time). Unlike Heroin, it's cheaper to make and quicker to mass produce. Teenagers and young adults are the most vulnerable to it. Methproject.org is a media foundation established in the Midwest states to help broadcast companies get the word out about the horrible drug and how it affects lives in very real and dramatic way.

Methproject.org:

Caitlin

Forty One (41) One Minute Public Service Announcements Aired: 01/10/2013 – 03/30/2013 (Monday – Sunday 6AM-12AM).

(Caitlin, 15 year old, started using meth at 13 years old) A young girl describes the first experience with meth. She was on a lunch break from work, in the back of a car with an acquaintance, and she gave in to peer pressure. From then on, she had a problem. The scariest point of her addiction was when she did so much meth, she thought if she moved she would have a heart attack. 9 months of straight meth use caused her to hit rock bottom.

Methproject.org:

Danielle

Thirty Nine (39) One Minute Public Service Announcements Aired: 01/12/2013 – 03/23/2013 (Monday – Sunday 6AM-12AM).

(Danielle, 16 years old, started using meth at 13 years old) A young girl describes the first experience with meth. She first tried it with someone she didn't even know, someone she met that day. She explains her immediate addiction. For a while she lived on the streets because she had no other place to go, sleeping in abandoned cars, etc. She describes the feeling of being alone and uncertain of her life and its outcome. She thinks about how stupid she was and how different things might have been if she never tried meth. She believes she will never be the same person, and her life is upside down, even now.

Methproject.org:

Russell

Thirty Nine (39) One Minute Public Service Announcements Aired: 01/10/2013 – 03/28/2013 (Monday – Sunday 6AM-12AM).

(Russell, 19 years old, started using meth at 14 years old) A young man describes his first experience with meth. He was with his friend and his friend's mom. He says he started 3 people on meth, and he doesn't know what happened to those people, but he does know that one of them is dead. He went from a good student to a dropout, he's ruined relationships, stolen from people, and physically abused his family. He describes himself as a person who had enormous potential, to a person with no potential.

Methproject.org:

Tim

Thirty Two (32) One Minute Public Service Announcements Aired: 01/11/2013 – 03/27/2013 (Monday – Sunday 6AM-12AM).

(Tim, 20 years old, started using meth at 17 years old) A young man describes a specific experience. He was running from the cops, and he jumped out of his friend's car. He and his friend were running with the police right behind them and he tripped his friend so the cops would catch his friend. Better his friend than him. He says meth made him into a criminal. He started out as a nice guy, and then his mind changed to a person that would do anything for meth. He stole from his parents, stole from kids, and pawned sentimental items.

Methproject.org:

Meth addiction

Nineteen (19) :30 Second **LIVE** Public Service Announcements Aired: 01/07/2013 – 02/01/2013 (Monday – Sunday 6AM-7PM).

[PLEASE REFER TO *COPY PAGE 2* FOR PSA CONTENTS]

For Public Service contracts, sales orders, and transcripts please refer to the FCC 1st Quarter 2013 Public Service File, located in the Public File at the KOKO – FM/94.3, Big Broadcasting Inc. office during business hours.

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TEAM KERRIE - 5K RUN AND WALK
:60 SECONDS

In Loving Memory of Kerrie Miller, the American Cancer Society's "Relay for Life" is sponsoring the First Annual 5K Run/Walk for TEAM KERRIE on Saturday April 20th at Lion's Park in KERMAN (on the corner of E Street & park Ave). Registration starts at 8am and costs \$25, all proceeds go to Cancer Research, and the 5K will start at 9am. Other Relay for Life teams are sponsoring many activities which include Lunch, a car show, and games. Join Team Kerrie and the Relay For Life for a day of fun with those fighting, surviving and remembering loved ones in their battles with cancer. The First Annual Team Kerrie 5K and event on Saturday April 20th at Lion's park in Kerman.

METHPROJECT.ORG
:30 SECONDS

Methamphetamine affects the central nervous system with dangerous and devastating consequences to the individual, to the families and society in general. The addiction is EXTREME in ALL cases and the addiction takes hold on the first try. For more information on how to recognize a meth user, or how to help someone or yourself, that might be struggling with a meth addiction, log onto www.methproject.org . This has been a public service announcement from your Oldies But Goodies Station, KOKO94.